

Hong Kong Shue Yan University

Communications and Public Affairs Office

Position Vacant: Alumni Liaison Manager

Responsibilities

- Formulates strategic plan to expand alumni network
- Coordinates communication platforms to improve alumni relations
- Develops collaborative relationship with alumni organizations in Hong Kong and overseas
- Prepares proposals, reports and publicity materials for alumni projects and newsletter publication
- Organizes and provides marketing and logistics support for fundraising campaigns
- Assists in developing, designing and updating the office's website and social media platforms to connect with alumni
- Collaborates with other administrative departments and external organizations to advance alumni affairs
- Provides administrative support to the Office
- Assists in ad-hoc assignment as required

Qualifications

Applicants should have:

- (1) University degree or above, preferably in Communications, PR & marketing discipline.
- (2) At least 8 years of relevant experience in fundraising, corporate communications and/or public and media relations with proven track record.
- (3) Good communication and organization skills, and a high sense of ownership.
- (4) Fluent in spoken and written English and Chinese (Cantonese and Putonghua)

Application Procedure

Applicants should apply by sending:

- (1) a cover letter
- (2) a complete CV
- (3) the application form which can be downloaded from <https://www.hksyu.edu/en/snippets/external-vacancy> and
- (4) indicate salary expected.

Please send the above documents to Ms. Janice Lai via e-mail: mylai@hksyu.edu.

Application Deadline

5 August 2024, or until the position is filled.

**Only shortlisted candidates will be contacted. Personal data collected will be used for staff recruitment purposes only.*